

RECORDATION FORM COVER SHEET
PATENT APPLICATIONS & PATENTS ONLY

TO THE ASSISTANT COMMISSIONER OF PATENTS AND TRADEMARKS:
 SIR: PLEASE RECORD THE ATTACHED ORIGINAL DOCUMENTS OR COPY THEREOF.

1. NAME OF CONVEYING PARTY(IES) ASSIGNOR(S):

1. Patrick D. Butler
 3. Gene R. Givan
 5.
 7.

2. Andrew M. Pole
 4.
 6.
 8.

ADDITIONAL NAME(S) OF CONVEYING PARTY(IES) ATTACHED? ☐ YES ☒ NO

2. PARTY(IES) (ASSIGNEE(S)) RECEIVING INTEREST:

NAME: Hallmark Cards Incorporated

ADDRESS: Kansas City, Missouri

ADDITIONAL NAME(S) & ADDRESS(ES) ATTACHED? ☐ YES ☒ NO

3. NATURE OF CONVEYANCE (DOCUMENT):

(Submit herewith only one document for recordation—multiple copies of same Assignment signed by different inventors is one document)

☒ ASSIGNMENT OF ☒ WHOLE ☐ PART INTEREST
☒ ORIGINAL ☐ FACSIMILE/PHOTOCOPY
☐ CHANGE OF NAME ☐ VERIFIED TRANSLATION
☐ SECURITY ☐ MERGER ☐ OTHER:

EXEC. DATE: August 3, 2001

EXECUTION DATE(S) ON THE DECLARATION IF FILED HEREWITH: (NOTE: IF DATES ON DECLARATION AND ASSIGNMENT DIFFER SEE ATTY!) August 3, 2001

4.5 APPL. NO.(S) OR PAT NO.(S). OTHERS ON ADDITIONAL SHEET(S) attached? ☐ YES ☒ NO

A. PAT. APP. NO.(S) series code/serial no	M#	1 st INVENTOR if not in item 1	B. PATENT NO.(S)	M#	1 st INVENTOR if not in item 1
09/844,287	34062-272080				

5. Name & Address of Party to Whom Correspondence
 Concerning Document Should be Mailed:

Pillsbury Winthrop LLP
Intellectual Property Group
 101 W. Broadway, Suite 1800
 San Diego, CA 92101-8219

6. NUMBER INVOLVED:

APPLNS 1 + PATS 0 = TOTAL 1

7. AMOUNT OF FEE ENCLOSED: (Code 581)

ABOVE TOTAL x \$40 = \$40

5.5 ATTY DKT:

P 034062

272080

MATTER NO.

CLIENT REF.

8. IF ABOVE FEE IS MISSING OR INADEQUATE CHARGE
 INSUFFICIENCY TO DEPOSIT ACCOUNT NUMBER: 03-3975

UNDER ORDER NO

034062

272080

dup. sheet not required

CLIENT NO.

MATTER NO.

9.

Signature

Attorney: Jonathan E. Jobe, Jr.

Reg. No. 28,429

Atty/Sec: JEJ/KAC

TEL: (619) 544-3102

Date: August 7, 2001

FAX: (619) 236-1995

10. Total number of pages including this
 cover sheet, attachments and document
 (do not file dup. Cover sheet)

3

FILE WITH PTO RETURN RECEIPT (PAT-103A)

Please return signed/recorded to:
Pillsbury Winthrop LLP
Intellectual Property Group
101 W. Broadway, Suite 1800
San Diego, CA 92101-8219

Atty. Dkt.	FMS 34062	272080
	M#	Client Ref.

ASSIGNMENT
of U.S. Origin Patent Application

WHEREAS, the undersigned, to wit:

- | | |
|-----------------------------|--------------------------|
| 1) <u>Patrick D. Butler</u> | 2) <u>Andrew M. Pole</u> |
| 3) <u>Gene R. Givan</u> | 4) _____ |
| 5) _____ | 6) _____ |
| 7) _____ | 8) _____ |

(hereinafter collectively ASSIGNOR), has/have made an invention known as Dkt. 34062-27222080

and entitled: METHOD OF PROVIDING COMPARATIVE MARKET INFORMATION

for which an application for Letters Patent of the United States

☐ was executed even date herewith and is about to be filed in the United States Patent and Trademark Office;

☒ was filed on April 27, 2001, Appln. No. 09/844,287 ;

AND WHEREAS HALLMARK CARDS INCORPORATED

(hereinafter ASSIGNEE), duly organized and existing under the laws of the State of Missouri

and having its principal office and place of business at Kansas City, Missouri

desires to acquire an interest therein;


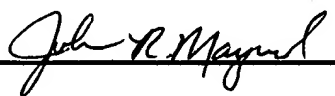

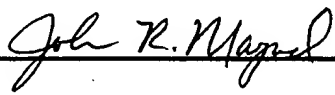

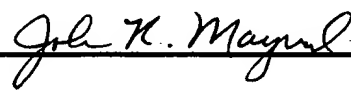
NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR, does hereby sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right, title and interest to said invention in the United States and all foreign countries, as described in the aforesaid application, and to said application and to all continuations, divisions, reissues and substitutes of said application, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and ASSIGNOR hereby authorizes and requests the Commissioner of Patents to issue said Letters Patent to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives.

AND ASSIGNOR hereby agrees to execute any papers requested by ASSIGNEE, its successors, assigns and legal representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred.

ASSIGNOR furthermore agrees upon request of said ASSIGNEE, and without further remuneration, to execute any and all papers desired by said ASSIGNEE for the filing and granting of foreign applications and the perfecting of title thereto in said ASSIGNEE.

NOTE: The undersigned hereby authorizes Pillsbury Winthrop LLP of the above address to insert hereon any further identification necessary or desirable for recordation of this document.

Executed on the date(s) below indicated.

<u>Signature</u>	<u>Date Signed</u>	<u>Witness</u>
1)  Name: Patrick D. Butler	8/3/07	
2)  Name: Andrew M. Pole	8/3/01	
3)  Name: Gene R. Givan	8/3/2001	
4) _____ Name: _____	_____	_____
5) _____ Name: _____	_____	_____
6) _____ Name: _____	_____	_____
7) _____ Name: _____	_____	_____
8) _____ Name: _____	_____	_____

As a below named inventor, I hereby declare that my residence, post office address and citizenship are as stated below next to my name, and I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the INVENTION ENTITLED METHOD OF PROVIDING COMPARATIVE MARKET INFORMATION

the specification of which (CHECK applicable BOX(ES))
X A. ☐ is attached hereto.
BOX(ES) → B. ☒ was filed on April 27, 2001 as U.S. Application No. 09/844,287
→ C. ☐ was filed as PCT International Application No. PCT/ / on /
and (if applicable to U.S. or PCT application) was amended on /

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above. I acknowledge the duty to disclose all information known to me to be material to patentability as defined in 37 C.F.R. 1.56. Except as noted below, I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT International Application which designated at least one other country than the United States, listed below and have also identified below any foreign application for patent or inventor's certificate, or PCT International Application, filed by me or my assignee disclosing the subject matter claimed in this application and having a filing date (1) before that of the application on which priority is claimed, or (2) if no priority claimed, before the filing date of this application:

PRIOR FOREIGN APPLICATION(S) Number	Country	Day/MONTH/Year Filed	Date first Laid- open or Published	Date Patented or Granted	Priority NOT Claimed
----------------------------------------	---------	----------------------	---------------------------------------	-----------------------------	----------------------

If more prior foreign applications, X box at bottom and continue on attached page.


Except as noted below, I hereby claim domestic priority benefit under 35 U.S.C. 119(e) or 120 and/or 365(c) of the indicated United States applications listed below and PCT international applications listed above or below and, if this is a continuation-in-part (CIP) application, insofar as the subject matter disclosed and claimed in this application is in addition to that disclosed in such prior applications, I acknowledge the duty to disclose all information known to me to be material to patentability as defined in 37 C.F.R. 1.56 which became available between the filing date of each such prior application and the national or PCT international filing date of this application:

PRIOR U.S. PROVISIONAL, NONPROVISIONAL AND/OR PCT APPLICATION(S) Application No. (series code/serial no.)	Day/MONTH/Year Filed	Status pending, abandoned, patented	Priority NOT Claimed
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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

And I hereby appoint Pillsbury Winthrop LLP, Intellectual Property Group, 1600 Tysons Boulevard, McLean, VA 22102, telephone number (703) 905-2000 (to whom all communications are to be directed), and the below-named persons (of the same address) individually and collectively my attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith and with the resulting patent, and I hereby authorize them to delete names/numbers below of persons no longer with their firm and to act and rely on instructions from and communicate directly with the person/assignee/attorney/firm/ organization who/which first sends/sent this case to them and by whom/which I hereby declare that I have consented after full disclosure to be represented unless/until I instruct the above Firm, and/or a below attorney in writing to the contrary.

Paul N. Kokulis	16773	G. Paul Edgell	24238	Jack S. Barufka	37087	Robert J. Walters	40862
G. Lloyd Knight	17698	David A. Jakopin	32995	Adam R. Hess	41835	Brian J. Beatus	38825
George M. Sirilla	18221	Mark G. Paulson	30793	William P. Atkins	38821	Jonathan E. Jobe	28429
Donald J. Bird	25323	Stephen C. Glazier	31361	Paul L. Sharer	36004	Mark C. Pickering	36239
Dale S. Lazar	28872	Richard H. Zaitlen	27248	Robin L. Teskin	35030	David H. Jaffer	32243
Glenn J. Perry	28458	Roger R. Wise	31204	Anthony L. Miele	34393	John R. Wetherell	31678
						Steven Moore	35959

(1) INVENTOR'S SIGNATURE:  Date: 8/3/01

Patrick	D.	Butler
First	Middle Initial	Family Name
Residence	Shawnee	Kansas
City	State/Foreign Country	Country of Citizenship
Mailing Address	21304 W. 51 st Place, Shawnee, Kansas	
(include Zip Code)	66218	

(2) INVENTOR'S SIGNATURE:  Date: 8/3/01

Andrew	M.	Pole
First	Middle Initial	Family Name
Residence	Shawnee	Kansas
City	State/Foreign Country	Country of Citizenship
Mailing Address	5162 Roundtree Street, Shawnee, Kansas	
(include Zip Code)	66226	

"X" box ☒ FOR ADDITIONAL INVENTORS, and proceed on the attached page to list each additional inventor.
☐ See additional foreign priorities on attached page (incorporated herein by reference).

Atty. Dkt. No. P34062-272080
(M#)